

Additional A-Level Training Classes Available!

RHA is pleased to announce the Department of Health Services has increased the number of A-Level training classes available for the 2001/2002 fiscal year. Approximately 190 classes will be offered statewide and will begin September, 2001. These classes will be offered by RHA and two new Application Assistant Training contractors, National Health Foundation and Child Abuse Prevention Council of Sacramento. These additional training classes will enable RHA and the Application Assistant Training Contractors to train all individuals that are currently on the waiting list and new requests for training received. B-Level Certified Application Assistants are encouraged to attend and receive A-Level training.

If you are interested in becoming an A-Level Certified Application Assistant, please complete the Training Request Form included on page 6 of this update. You will be contacted once a training class has been scheduled in your selected county.

For additional information, please contact RHA via the CAA HELP Line at 1-888-237-6248.

Did You Notice the NEW HFP/MC Tag Line and Medi-Cal Logo?

To highlight the availability of family health coverage through Medi-Cal, a newly designed Medi-Cal for Families logo will replace the Medi-Cal for Children logo on campaign outreach materials. New campaign materials that display the updated logo will be phased in over the next several months even before parental expansion is fully implemented.

Additionally, the State of California has updated the slogan to fit the campaign's new name. Gone is the old tag line of "A Healthier Tomorrow Starts Today." It has been replaced by the universal message "For Your Family's Health." The tag line not only emphasizes good health but also announces that family coverage is available to those who qualify.



Monthly Entity Payment Report Protocol

The Monthly Entity Payment Report is sent to Entities who have *recorded* activity in the previous month. If an Entity does not receive a report, it is because no activity was recorded. Entity "**Activity**" is determined by the following:

- ◆ Application received within the previous month in which the EE# and CAA# are clearly written and evident in the Section 9 of the Healthy Families/Medi-Cal application or the reimbursement section of the AER form
- ◆ Pending case from previous month status changes becoming denied or approved for eligibility
- ◆ Denied case* from previous month is appealed and determined eligible

*Note: Some cases are denied eligibility into the Healthy Families Program due to lack of information and/or documentation. In these cases, the applicant is given twenty days (20) to submit the information and/or documentation before having to reapply completely. If the information and/or documentation is received and approved within the appropriate time frame, the case would be deemed eligible. These types of cases would show as denied (code 7010) in one Monthly Entity Payment Report and approved (check date and check #) in a later report.

RHA'S CAA HELP Line
1-888-237-6248

Monday - Friday 8:00 a.m. to 5:30 p.m.

Technical assistance for **CAAs** and **EEs** with family composition and income calculations; request an ITP and/or A-level training; order enrollment and marketing materials; or provide change of address information.

EE Reimbursement and Information
1-888-747-1222 press the star (*) key

Monday – Friday 8:00 a.m. to 5:00 p.m.

This line is for **EEs ONLY** who want to obtain information about the reimbursement process or to inquire about the status of their reimbursement. EEs will need to provide their EE number and CAA number for the person who provided the application assistance.

HF/MCC General Information
1-888-747-1222

Monday - Friday 8:00 a.m. to 8:00 p.m.

Operators will provide assistance to **anyone** requesting *general* information for both HF/MCC, and referral information to local EEs. Individuals ordering up to four applications and handbooks may call this line.

Healthy Families Information Line
1-800-880-5305

Monday - Saturday 8:00 a.m. to 8:00 p.m.

Technical assistance for **applicants** who need general information about the HF program; answers to specific income and documentation questions when completing the application themselves; status information on their own completed and submitted application.

EEs may no longer use this line to check the status of an application on behalf of an applicant unless the applicant is present at the time the call is made.

EDS Regional Training Line
1-800-880-5305 press 01

For questions specifically related to regional training sessions.

Healthy Families Family Member Line
1-866-848-9166

For families *currently* enrolled in the Healthy Families Program. Family must enter their family member number in order to access the system, otherwise they will be transferred to the 1-800-880-5305 line.

CA Kids
1-818-461-1400

Coming Soon . . . To An Area Near You

Effective September of 2001, EDS, in partnership with MRMIB and DHS, will begin the task of providing additional training to existing Certified Application Assistants (CAAs). These regional training forums are geared towards providing more detailed information on the Single Point of Entry (SPE), Healthy Families internal processes, eligibility determination methodologies, as well as program updates, parental expansion, and the Health-e-App.

Who can attend this training?

- **Certified** application assistants
- Those who have pre-registered before the day of the training

In July of 2001, a registration flyer was mailed out to Certified Application Assistants providing the registration form and regional training forum overview.

Schedule for training provided in the 1st Quarter:

- September 6, 2001: Fresno County
 - Radisson Hotel (2233 Ventura St., Fresno)
- September 13, 2001: Sacramento County
 - Ramada Inn (2600 Auburn Blvd., Sacramento)
- September 18, 2001: Alameda County
 - Holiday Inn (500 Hegenberger Rd., Oakland)
- September 20, 2001: Los Angeles County
 - Carson Hilton (2 Civic Plaza, Carson)
- September 24, 2001: San Bernardino County
 - Convention Center (2000 E. Convention Center Way, Ontario)
- September 26, 2001: San Diego County
 - Convention Center (111 W. Harbor Dr., San Diego)

More regional training sessions will be scheduled in the future, so please check the Healthy Families web site periodically for an updated training schedule.

For questions specifically related to these regional training sessions, call 1-800-880-5305, press 01

Important Distribution Information for Linked CAA Staff!

This bulletin is provided only to enrollment entities (EEs). You are responsible for sharing this bulletin with all linked CAA staff. The information contained in this update is needed to correctly complete applications, reduce payment denials, and remain informed about the latest program changes.

Custom Print Ads: New Look, More Information

In 2001, the Healthy Families and Medi-Cal campaign added Korean language newsprint ads to their inventory of customizable print ads. Ads are now available in six languages (English, Spanish, Chinese, Vietnamese, Cambodian and Korean)! The ads display new artwork and include pertinent information, such as eligibility, cost information, and an income chart so parents can determine if their children qualify for the Healthy Families Program or Medi-Cal. The ads are camera-ready, black and white, and there is space to customize the ads with your organization's information in typewritten or a stamped version format. The ads may be placed in any local newspaper or use them as inserts. You may also convert the ads into flyers, since they can easily be photocopied. If you have not yet ordered your ads or your stock has depleted, please contact Runyon Saltzman & Einhorn, attention Tania Palafox, at (916) 446-9900, ext. 262, or via e-mail at: tpalafox@rs-e.com. Place your order today. This is a great outreach tool that can assist you in your community.

Media Schedule for Fall 2001

After slowing down slightly during the summer months, Healthy Families and Medi-Cal will resume statewide advertising this fall. The *Back-to-School* media schedule is starting the week of September 3 and continues until the week of October 22.

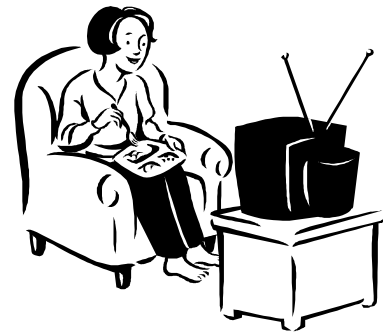
General Market TV will run during the weeks of 9/3, 9/10, 9/17, 9/24 and 10/1. It will reach the areas of Bakersfield, Chico, Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara.

Spanish-language TV is on air during the same weeks as General Market TV. However, some of the areas differ. Spanish-language television will reach the areas of Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, Santa Barbara, and El Centro. With the broadcasts in various markets that span throughout most of California, it is very likely you will spot at least one TV ad in your area.

If you listen to the radio, chances are you will hear the radio ads as well. General Market radio airs during the weeks of 9/3, 9/10, 9/24, and 10/1. General Market radio will target the following areas: Bakersfield, Fresno, Merced, Los Angeles, Riverside, Oxnard, Sacramento, Modesto, Stockton, San Diego, and the outlying counties of Lassen, Modoc, Mono, and Siskiyou. Spanish-language radio airs for three weeks during the weeks of 9/3, 9/10, and 9/24. Spanish-language radio will reach the target audience in Bakersfield, Fresno, Los Angeles, Sacramento, Stockton, Modesto, and San Diego. Asian-language radio was introduced into the HFP/MC campaign last year. This successful effort will continue to target Chinese, Vietnamese, and Korean communities in Los Angeles and San Francisco, and the Hmong community in the Central Valley airing radio ads during the weeks of 9/3, 9/10, 9/17, 9/24, and 10/1.

To complete the HFP/MC media schedule, outdoor and print have been included. Billboards will be placed along the highways and streets of the Los Angeles Basin, Sacramento, Stockton, Modesto, Fresno, Tulare, Kings County, San Diego County, and the Bakersfield Metro area. The billboards will appear in English and Spanish beginning the week of 9/3 and continue until the week of 10/22. African-American and Asian-language print ads will be placed in numerous publications from the week of 9/3 until the week of 10/1. The African-American print campaign will run statewide reaching areas such as Los Angeles, Bakersfield, San Francisco, Fresno, Sacramento, San Diego, and Long Beach. For Asian-language print, insertions in Chinese, Korean, and Vietnamese publications will be divided between Northern and Southern California with a slight majority in the Southern region. Insertions in Cambodian will be placed in the Central Valley.

As back-to-school begins, the Healthy Families and Medi-Cal ads will remind parents and the community about the importance of health coverage and preventive care for children.



"Just Say No" ...To Handling Premium Payments

A CAA must never handle payments for the Healthy Families premium on the behalf of an applicant when conducting application assistance.

If the premium is not received within a specific time frame, there is the chance the case could be denied eligibility. By handling the responsibility of mailing the premium, the CAA is opening themselves to the risk of accusations if the money isn't received with the application. To follow the CAA guidelines and be safe, it is necessary to insist that the applicant mail the application and premium personally.

For additional information, please review the most current *Application & Certification Reference Manual* in the section covering the "role of the Certified Application Assistant" (page 2-1) and the CAA and RHA Agreement.



Parental Expansion Update

RHA's Certified Assistant HELP line has been receiving a great number of inquiries about the addition of parents to Healthy Families. As of this printing, California has not received federal approval to add parent coverage to the Healthy Families Program. If and when this federal approval is received, it is still expected to take four months before parent coverage can be implemented.



Internet Technology Enhances Application Process

Governor Davis Introduces the Health-e-App

The California HealthCare Foundation has developed the first Web-based application in the United States. It is called *Health-e-App*. Certified Application Assistants will soon be able to use *Health-e-App*, with any Web-enabled device, to assist applicants with an on-line application for the Healthy Families and Medi-Cal programs.

Governor Gray Davis has proposed to finance the statewide implementation of *Health-e-App* in the 2001-2002 California State Budget. It is anticipated that processing applications using the internet will significantly speed up enrollment in the Healthy Families program.

Six community organizations in San Diego used the technology for a three-week pilot test. The Certified Applications Assistants (CAAs) found *Health-e-App* to be faster, more efficient, and more accurate than the paper application.

The CAAs said the *Health-e-App* was easy to complete and liked the following features:

- ◆ Enhances ability to serve clients
- ◆ Reduces paperwork
- ◆ Automatically computes income
- ◆ Generates red flag when an entry error occurs
- ◆ Provides an immediate confirmation statement
- ◆ Speeds enrollment



Look for Implementation Date Info in future Updates

Get more info about *Health-e-App* on the Web at www.healtheapp.org

INCREASE YOUR CHANCES OF APPLICATION ASSISTANCE REIMBURSEMENT



Upon completing the Certified Application Assistant (CAA) Training, a CAA number will be provided by RHA. The CAA number will always consist of nine (9) digits. All CAA numbers begin with at least one zero (0) and end in a letter.

When providing application assistance, it is not only vital that all fields of Section 9 be filled in completely and accurately, but that the *full* nine (9) digit CAA number be printed nicely and neatly **including any zeros (0) that may appear at the beginning**.

➤ The Enrollment Entity will not be reimbursed for application assistance if the *full* five (5) digit EE number is not present in Section 9

- The CAA number will be replaced as all nines (9) if the full nine (9) digit CAA# is not written in Section 9 clearly and neatly or if the CAA number is not linked to an active EE at the time of application assistance.
- The CAA number will be replaced with all zeros (0) if the CAA number is missing from Section 9 altogether. As a result, the CAA will not be identified for reimbursement.

Example of a complete CAA#

I certify I had help completing this form from the Certified Application Assistant listed below. This CAA help was **FREE** of charge. The State will not issue a reimbursement to the EE unless Section 9 is completely and correctly filled out at the time this application is submitted.

Applicant Signature Alice Applicant Date 08/15/01

CAA Signature Cybil CAA CAA# 00011111A EE# 88888 Date 08/15/01

Example of a partial CAA# that will result in the CAA not being identified for reimbursement.

I certify I had help completing this form from the Certified Application Assistant listed below. This CAA help was **FREE** of charge. The State will not issue a reimbursement to the EE unless Section 9 is completely and correctly filled out at the time this application is submitted.

Applicant Signature Alice Applicant Date 08/15/01

CAA Signature Cybil CAA CAA# 11111A EE# 88888 Date 08/15/01

**Take the time to verify that the entire Section 9 is filled in completely and accurately!
This includes the full nine (9) digit CAA number.**

Kaiser Enrollment Limits

Effective July 24, 2001, Kaiser Health Plan reached their Healthy Family Program enrollment limits in the following counties:

▶ Riverside ▶ San Bernardino ▶ San Diego

No new enrollments will be allowed in Kaiser in these counties without a Kaiser validation form. The validation form is provided by Kaiser to individuals who have been previous Kaiser members before becoming Healthy Families Program eligible.

Please make note of this change in these three counties and notify potential applicants that Kaiser is no longer an option.



NORTHERN REGION		<input type="checkbox"/> Placer	CENTRAL REGION		<input type="checkbox"/> Stanislaus
<input type="checkbox"/> Alameda	<input type="checkbox"/> Plumas	<input type="checkbox"/> Alpine	<input type="checkbox"/> Tulare		
<input type="checkbox"/> Butte	<input type="checkbox"/> Sacramento	<input type="checkbox"/> Amador	<input type="checkbox"/> Tuolumne		
<input type="checkbox"/> Colusa	<input type="checkbox"/> San Francisco	<input type="checkbox"/> Calaveras	SOUTHERN REGION		
<input type="checkbox"/> Contra Costa	<input type="checkbox"/> San Mateo	<input type="checkbox"/> Fresno	<input type="checkbox"/> Imperial		
<input type="checkbox"/> Del Norte	<input type="checkbox"/> Santa Clara	<input type="checkbox"/> Kern	<input type="checkbox"/> Inyo		
<input type="checkbox"/> El Dorado	<input type="checkbox"/> Shasta	<input type="checkbox"/> Kings	<input type="checkbox"/> Los Angeles		
<input type="checkbox"/> Glenn	<input type="checkbox"/> Sierra	<input type="checkbox"/> Madera	<input type="checkbox"/> Orange		
<input type="checkbox"/> Humboldt	<input type="checkbox"/> Siskiyou	<input type="checkbox"/> Mariposa	<input type="checkbox"/> Riverside		
<input type="checkbox"/> Lake	<input type="checkbox"/> Solano	<input type="checkbox"/> Merced	<input type="checkbox"/> San Bernardino		
<input type="checkbox"/> Lassen	<input type="checkbox"/> Sonoma	<input type="checkbox"/> Mono	<input type="checkbox"/> San Diego		
<input type="checkbox"/> Marin	<input type="checkbox"/> Sutter	<input type="checkbox"/> Monterey	<input type="checkbox"/> Santa Barbara		
<input type="checkbox"/> Mendocino	<input type="checkbox"/> Tehama	<input type="checkbox"/> San Benito	<input type="checkbox"/> Ventura		
<input type="checkbox"/> Modoc	<input type="checkbox"/> Trinity	<input type="checkbox"/> San Joaquin	<input type="checkbox"/> I would prefer to		
<input type="checkbox"/> Napa	<input type="checkbox"/> Yolo	<input type="checkbox"/> San Luis Obispo	attend a session in		
<input type="checkbox"/> Nevada	<input type="checkbox"/> Yuba	<input type="checkbox"/> Santa Cruz	Spanish only.		

Name _____

<input type="checkbox"/> I am a “B” Level CAA and would like “A” level certification, (please provide CAA							B
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My e-mail address:

☐ ITP Pending ☐ My organization has a completed ITP on file. EE # _____

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